Career Opportunities & Employer Relations (COER)
Strategic Plan 2013-2020

Department Mission
The mission of COER is to provide excellent service supporting the success of students, alumni, employers, and campus.

Theme 1: Healthy, engaged students
Goal: Promote personal and professional development throughout the student experience via collaboration and partnerships. (S&T Theme 1 and 4)
Action: Conduct additional programming with Residential Life and Leadership & Cultural Programs.
Action: Include faculty and employers with Interview Stream and department/employer specific interview questions.
  Target date: 2015
  KPI: 1. Outcome results
       2. Participation numbers
       3. Satisfaction surveys

Goal: Realign staff structure, policies and processes to support student/alumni lifelong success (S&T Theme 3)
Action: Review comparator institution career center structure and evaluate current COER staff structure to determine best model for student and employer support.
  Target date: 2019
  KPI: Develop plan based on best model for student and employer support

Goal: Promote communication and collaboration among university stakeholders (S&T Theme 2 and 4)
Action: Provide employer interaction via Employer Seminar series
  Target date: 2014
  KPI: Expand Employer Seminar Series to eight per semester. Baseline six

Goal: Evaluate assessment tools to measure outcomes (S&T Theme 2 and 3)
Action: Create and review annual report; compare to NACE guidelines and comparator institutions. Revise measures for the next year
  Target date: July 2014-2020
  KPI: 1. Outcome results
       2. Participation numbers
       3. Satisfaction surveys

Theme 2: Career ready graduates
Goal: Provide services addressing personal and professional development (S&T Theme 1 and 4)
Action: Review annual employer surveys; revise personal and professional development programming to best meet identified needs
  Target date: May 2014-2020
  KPI: Survey results and revised programming curriculum

Goal: Expand programming initiatives emphasizing personal and professional development via collaborations and partnerships. (S&T Theme 1 and 4)
Action: Collaborate with stakeholders (university departments and/or employers) to provide additional programming.
  Target date: 2015
  KPI: Increase employer engagement events to eight. Baseline six

Goal: Enhance experiential learning opportunities (S&T Theme 1, 3, 4)
Action: To increase the externship program by 5% each year
  Target date: 2020
  KPI: Participation numbers. Baseline 25 students, 11 employers in Spring 2013
Action: Create and implement student satisfaction survey regarding experiential learning opportunity
Target date: 2015
KPI: Experiential learning opportunity survey results

Theme 3: Inclusive environments promoting long-term engagement
Goal: Strengthen relationships and promote engagement through personal and professional development opportunities(S&T Theme 1,2,4)
Action: Revise student satisfaction survey and set a baseline percentage for student satisfaction with COER. With those results, make changes to encourage long-term engagement.
Target date: October 2014
KPI: Percentage of student satisfaction with COER

Goal: Provide opportunities for student and alumni engagement with employers (S&T Theme 1, 4)
Action: Increase number of student programming events between students/alumni and employers.
Target date: 2015
KPI: Participation numbers

Goal: Offer a diverse blend of opportunities to participate in personal and professional development and experiential learning experiences (S&T Theme 1,4)
Action: Increase number of new employers recruiting by 5% each year to increase the number of experiential learning experiences for students (co-op, internship and externship).
Target date: 2014
KPI: Increase number of new employers; stats completed every June

Goal: Direction and input opportunities provided via input from COER Advisory Council and surveys (S&T Theme 2,3,4)
Action: Review suggestions/feedback from students, employers, COER Advisory Council to determine and implement changes to services.
Target date: Ongoing
KPI: COER Advisory Council meeting every April

Action: Beginning July 2014, approach targeted list of potential sponsors for 307 interview suites.
Target date: April/May 2015
KPI: All of 307 remodeled.

Theme 4: Customer focused services and facilities
Goal: Improve technology, staffing patterns, development and training to enhance staff effectiveness (S&T Theme 2,3)
Action: Evaluate current technology and staff development to determine technology and training needs.
Target date: Ongoing
KPI: Review August of every year

Goal: Develop processes and procedures to optimize control, management and use of resources (S&T Theme 2,3)
Action: Examine COER processes and procedures, discuss as a team and streamline where necessary.
Target date: Ongoing
KPI: Review August of every year

Goal: Enhance the comprehensive assessment plan to measure outcomes, process and program effectiveness (S&T Theme 2,3)
Action: Monitor data needs from stakeholders and implement changes, if needed. Determine additional staffing needs to expand assessment plan and accomplish the increasing number of data requests.
Target date: Ongoing
KPI: Review August of every year

Goal: Strive for a best balance between student and employer needs/demands.
Action: Review feedback from students and employers to determine action items.
Target date: Ongoing
KPI: Satisfaction survey and reassess August of every year